

## SYSTEMS AND METHODS FOR ADAPTIVE PRICING IN A DIGITAL BROADBAND DELIVERY SYSTEM

## **ABSTRACT**

Methods and systems are provided for dynamically pricing viewing options in a digital broadband communication network by receiving bandwidth allocation information from a bandwidth allocation manager and dynamically assigning a price criterion to each of a group of viewing options based at least in part on the bandwidth allocation information. The group of viewing options may, for example, comprise a reservation option, a normal-play option, a random access option, an on-demand random access option, and an adjust preference option. In addition, the method may optionally comprise receiving a subscriber request related to at least one viewing option selected from the group of viewing options and transmitting a price criterion for the viewing option to the subscriber in response to the subscriber request. The subscriber request may comprise, for example, a request for a price criterion for a viewing option, a request for viewing a program according to a viewing option, and/or a request for a list of available viewing options. In addition, the price criterion may be based, in part, on subscriber profile data.